

Bradley Wilson
Associate Professor
Marketing Area
Joined the School in 2015

Academic Background

2011	Ph.D. Royal Melbourne Institute of Technology University. Melbourne, Australia.
1996	Bachelor of Business in Marketing with Distinction. Royal Melbourne Institute of Technology University. Melbourne University, Australia.
1992	Advanced Certificate in Business (Marketing). Dandenong College of Technical and Further Education. Melbourne, Australia.

Teaching Experience

COURSES TAUGHT IN RECENT YEARS

Undergraduate

Marketing Fundamentals
Marketing Communications
Degree Final Project

Graduate

Introductory marketing
Marketing Communication

Academic Activities

2015 – to date	Associate Professor, Universidad de los Andes School of Management, Bogotá, Colombia.
2009 -2015	Senior Lecturer in Advertising. School of Media and Communication. RMIT University. Melbourne, Australia.
2014	Visiting Professor of Marketing. Graduate School of Management (GSOM). Saint Petersburg State University. Russia.
2013 – to date	Visiting Professor and Adjunct Faculty. Lehrstuhl für Dienstleistungsmanagement, Sportinstitut. Department of Services Management. Universtat of Bayreuth. Germany.
2013 - 2017	Visiting Professor and Adjunct Faculty. Institute for Market-based Management. Munich Business School. LMU Munich, Germany. Institute for market-management

Publications

ARTICLES IN ACADEMIC JOURNALS

- 2018 Wilson B. (2018) Book Review on Top of Mind: Use Content to Unleash Your Influence and Engage Those Who Matter to You by John Hall. *Mass Communication and Society* (ISSN 1520-5436) 00 (-), pp. 1-4.
- 2018 Popp B., Bradley Wilson. Investigating the Role of Identification for Social Networking Facebook Brand Pages. *Computers in Human Behavior*. Vol 84. Pp 141 -152.
- 2017 Roca, David, Wilson, Bradley, Barrios, Andrés, and Muñoz, Omar. Creativity Identity in Colombia: The Advertising Creatives' Perspective. *International Journal of Advertising*.
- 2017 Barrios, Andrés, Wilson, Bradley, and Arias, Claudia. Getting the Sustainability Message Across: An Endorsed Colombian Environmental Cinematographic Strategy. *International Journal of Advertising*.
- 2016 Wilson B. (2016) How context shapes value co-creation: Spectator experience of sport events. *The Service Industries Journal* (ISSN 0264-2069) 36 (-), pp. 510-531.
- 2015 Popp, Bastian. Wilson, Bradley. Horbel, Chris. Woratschek, Herbert. (2015) Relationship Building through Facebook Brand Pages: The Multifaceted Roles of Identification, Satisfaction and Perceived Relationship Investment. *Journal of Strategic Marketing*
- 2014 Smith, Aaron. Stavros, Con., Westberg, Kate., Wilson, Bradley., Boyle, C. (2014) Alcohol-related Player Behavioral Transgressions: Incidences, Fan Media Response and a Harm-Reduction Alternative. *International Review for the Sociology of Sport*. doi: 10.1177/1012690213515663.
- 2012 Henseler, Jörg. Fassott, George. Dijkstra, Theo. K., Wilson, Bradley. (2012). "Analysing Quadratic Effects of Formative Constructs by Means of Variance-based Structural Equation Modelling." *European Journal of Information Systems* (EJIS). 21 (1), 99 - 112.
- 2011 Wilson, Bradley. Vocino, Andrea. Adam, Stewart and Stella, Jason. (2011) "Investigating Directionality for a Media Consumption Construct: Establishing the Utility of Confirmatory Vanishing Tetrad Analysis." *Asia Pacific Journal of Marketing and Logistics*. 23 (1), 23 - 38.
- 2011 Henseler, Jörg. Wilson, Bradley. Westberg, Kate. (2011). Manager's Perceptions of the Impact of Sport Sponsorship on Brand Equity. *Sport Marketing Quarterly*. 20 (1), 9 - 23.
- 2011 Westberg, Kate. Stavros, Con., Wilson, Bradley. (2011) "Brand management and the sponsorship BtoB relationship: Exploring the impact of degenerative episodes." *Industrial Marketing Management*. 40 (4), 603 - 611. DOI information: <http://dx.doi.org/10.1016/j.indmarman.2010.12.016>
- 2010 Wilson, Bradley. Stavros, Con., Westberg, Kate. (2010) "A Sport Crisis Typology: Establishing a Pathway for Future Research." *International Journal of Sport Management and Marketing*. 7 (1/2), 21 - 32.
- 2009 Ringle, Christian M., Götz, Oliver, Wetzels, Martin. Wilson, Bradley. (2009). On the Use of Formative Measurement Specifications in Structural Equation Modeling: A Monte Carlo Simulation Study to Compare Covariance-Based and Partial Least Squares Model Estimation Methodologies. Working Paper RM/09/014. Maastricht University. Faculty of Economics and Business Administration. <http://edocs.uu.unimaas.nl/http://edata.uu.unimaas.nl/www-edocs/>.
- 2009 Henseler, Jörg, Wilson, Bradley. de Vreede, Dorien. (2009) "Can Sponsorships be Harmful for Events? Investigating the Transfer of Associations from Sponsors to Events." *International Journal of Sports Marketing and Sponsorship*, 10 (3) 244 - 251
- 2008 Westberg, Kate, Stavros, Con., Wilson, Bradley. (2008) "An Examination of the Impact of Player Transgressions on Sponsorship B2B Relationships" *International Journal of Sports Marketing and Sponsorship*, 9 (2), 125 - 134
- 2008 Wilson, Bradley. Stavros, Con. and Westberg, Kate. (2008) "Player Transgressions and the Management of the Sport Sponsor Relationship" *Public Relations Review*, 34 (2), 99 - 107.

- 2007 Henseler, Jörg. Wilson, Bradley., Götz, Oliver., Hautvast, Caspar. (2007) "Investigating the Moderating Role of Fit on Sports Sponsoring and Brand Equity: A Structural Model." *International Journal of Sports Marketing and Sponsorship*, 8 (4) pp. 321 - 329.
- 2007 Wilson, Bradley, Callaghan, William. Stainforth, Gillian. (2007) "An Application of Vanishing TETRAD Analysis to a Brand Model." *International Review of Business Research Papers*, 3 (2) pp. 456 – 485.

BOOK REVIEWS

- 2019 Wilson B. (2018) Book Review on Cornelissen's *Corporate Communication* 5th edition. *Corporate Reputation Review* (ISSN 1363-3589) 21 (-), pp. 179-180.
- 2019 Wilson B. (2019) Book review on *Principles of Marketing Engineering and Analytics* By Gary L. Lilien, et al. *FC. Industrial Marketing Management* (ISSN 0019-8501) - (-), pp. ---.
- 2019 Wilson B. (2019) Book review on *Marketing to Gen Z: The Rules for Reaching This Vast and Very Different Generation of Influencers* by Jeff Fromm and Angie Read *FC.. Journal of Macromarketing* (ISSN 0276-1467) - (-), pp. ---.
- 2019 Wilson B. (2019) Book review on *Hooked: How to Build Habit-Forming Products* by Nir Eyal & Ryan Hoover *FC. Psychology & Marketing* () - (-), pp. ---.
- 2014 Under Preparation. Book Review. Wilson, Bradley. (2014) "A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)", Hair, Joe.,Hult, Tomas., Ringle, Christian., Sarstedt, Marko. Sage, Thousand Oaks. *International Journal of Advertising*.
- 2012 Wilson, Bradley. (2012) "Measurement and Research Methods in International Marketing", Marko Sarstedt, Manfred Schwaiger and Charles R. Taylor (editors). Emerald Group Publishing Limited. 2011. 239 pp *International Journal of Market Research* Vol. 54 Issue 4.

CHAPTERS IN BOOKS

- 2015 Stavros, Con., Westberg, Kate, Wilson, Bradley. Smith, Aaron (2015) "Managing Behavior: Organizational and Consumer Perspectives on Athlete Transgressions." In: Chadwick, S., Desbordes, M., Chanavat, N. (eds.) *Routledge Handbook of Sport Marketing*. London UK: Routledge: Taylor and Francis Group.
- 2015 Westberg, Kate, Stavros, Con., Wilson, Bradley. Smith, Aaron. (2015). "Athlete Transgressions." In: Byers, T. (ed.). *Contemporary Issues in Sport Management: A Critical Introduction*. London, UK. Sage Publishers.
- 2013 Chin, Shinyi., Wilson, Bradley., Russo, Angelina. (2013) "Product Placement: A New Definition, Classificatory Framework and Agenda for Research." In: Rosengren, S., Dahlén, M. and Okazaki, S. (eds.) *Advances in Advertising Research (Vol. IV) - The Changing Roles of Advertising*. Berlin/Heidelberg Germany: Springer.
- 2010 Wilson, Bradley. (2010) "Using PLS to Investigate Interaction Effects between Higher Order Brand Constructs." In: Esposito Vinzi, V., Chin, W.W., Henseler, J., Wang, H. (eds.) *Handbook of Partial Least Squares: Concepts, Methods and Applications in Marketing and Related Fields* (Springer Handbooks of Computational Statistics Series). Berlin/Heidelberg Germany: Springer.
- 2009 Wilson, Bradley. Westberg, Kate. Stavros, Con. (2009) "Addressing Major Sponsorship Risks: A Program for Research into Crises Triggered by Athletes." In: Dens, N., and De Pelsmacker (eds.) *Research in Advertising: Message, medium and context*. European Advertising Association. 305 - 315.
- 2009 Wilson, Bradley. Westberg, Kate. Callaghan, William. (2009) "A Spatial Representation of Brand Relationship Quality Constructs." in Dens, N., and De Pelsmacker (eds.) *Research in advertising: Message, medium and context*. European Advertising Association. 373 - 383.

CONFERENCE PANELS

- 2016 Wilson, Bradley. (Chair). (2016) Session 7.2. "Whistleblowers" (2016): Disclosures in Advertising. ICORIA Conference. The 15th International Conference on Research in Advertising (ICORIA) July 2016 Ljubljana, Slovenia. Faculty of Economics, University of Ljubljana.
- 2016 Wilson, Bradley., Barrios, Andres., Taylor, Raymond., Gomez, Marcelo Arango. (2016). Industry Session. "Reporting Results from Qualitative Interviews with Creatives in Colombia." Universidad de Los Andes.
- 2016 Wilson, Bradley., Quintane, Eric., Taylor, Raymond. (2016). Panel Session to Faculty and Research Students: "Getting Your Research Published in the Top Journals."
- 2013 Wilson, Bradley (Chair). Hair, Joe. Babin, Barry. Ringle, Christian. Sarstedt, Marko. Gudergan, Siggi. (2013) "Structural Equation Modeling: Situating Current Practice and Advancing a Future Research Agenda." Academy of Marketing Science World Marketing Congress Special Session. Thursday July 18. Monash University. Melbourne, Australia.
- 2011 Herd, Nick. Reason, Matthew. Sinclair, Christine. Spurgeon, Christina. Brow, Justin. Poulton, Michael. Austin, Sarah. Wilson, Bradley. J. (2011) "Plenary Session." Engaging Young Audiences Research Colloquium. Thursday 17th November. Australia Council for the Arts. Sydney, Australia
- 2011 Wilson, Bradley., Kent, Rory, Spilva, Konrad, and Hakim, Simon. (2011) "Supporting Artistic Endeavour: Insights from Experts at the Cutting Edge of Youth Culture." Engaging Young Audiences Research Colloquium. Thursday 17th November. Australia Council for the Arts. Sydney, Australia.

CONFERENCE PRESENTATIONS

- 2019 Abbasi Amir., Ting Ding., Hlavacs Helmut., Wilson Bradley. (2019). "Playful-Consumption experience and Consumer Videogame Engagement in the lens of S-R model: An Empirical Study". HCI International 2019: 21st international conference on human-computer interaction. Friday 26th July. Walt Disney World Swan and Dolphin resort. Orlando, Florida, USA.
- 2019 Deans, Kenneth., Wilson Bradley., Ruiz Jaime A. (2019). "The Botero Museum and Bogotá: Branding History and Place". Lighting the Future in Latin America in Times of Uncertainty: Fostering Innovation and Employability. Wednesday 10th April. Universidad ESAN. Lima, Peru.
- 2019 Abbasi Amir., Ting Ding., Hlavacs Helmut., Wilson Bradley. (2019). "Playful-Consumption experience and Consumer Videogame Engagement in the lens of S-R model: An Empirical Study". HCI International 2019: 21st international conference on human-computer interaction. Friday 26th July. Walt Disney World Swan and Dolphin resort. Orlando, Florida, USA
- 2018 Wilson, Bradley. Roca, David. Taylor, Charles. Villegas, Camilo. (2018) The Dark Side of the Cannes Awards: 'Truchos' or Fake Ads as Seen by Colombian Creative Agency Staff. Valencia, 21-23 June 2018. University-Business Foundation of the, University of Valencia. Valencia, Spain.
- 2017 *Wilson, Bradley. (2017): Higher Order Modeling Approaches: Analyst Practical Modeling Consideration. 9th International Conference on PLS and Related Methods (PLS'17) 17-19 June 2017, Macau, China
- 2016 Popp, Bastian., Wilson, Bradley. (2016): Investigating the multiple impacts that football club Facebook brand pages have on community and sport team loyalty. Paper presented at the 24th European Association of Sport Management Conference, Warsaw, Poland.
- 2016 ICORIA Conference. The 15th International Conference on Research in Advertising (ICORIA). July 2016.

- 2016 Ljubljana, Slovenia. Faculty of Economics, University of Ljubljana. Session Chair: 'Whistleblowers' (2016): Disclosures in Advertising.
- 2015 Alessi, Natalia., Wilson, Bradley., Sorenson, Peter. (2015) The Need To Understand South American Celebrity influence (Dead or Alive) on Hospitality Perceptions: A Proposed Research Framework. In Hospitality Now! Past, Present and Future Philosophers and researchers meet practitioners and the industry to discuss global and local hospitality issues. July 1-2, 2015. Deventer, The Netherlands.
- 2015 Popp, Bastian. Horbel, Chris. Wilson, Bradley. (2015) Tell Me Who You Are! The Effectiveness of Personalising Online Customer Reviews. Paper presented at the 44th Annual Conference of the European Marketing Academy (EMAC), Leuven, Belgium.
- 2015 Horbel, C., Popp, B., Woratschek, H., & Wilson, B. (2015): Context Matters: How Context Shapes Sport Event Experience and Spectators' Value. In French-Austrian-German Research Workshop on Consumer Behaviour, Bayreuth, Germany
- 2015 Horbel, Chris. Popp, Bastian. Woratschek, Herbert. Wilson, Bradley. (2015) Same Game-Different Experience: How Context Influences Event Experience and Spectator Perceptions. In 23rd European Association of Sport Management Conference: Sport Management in the Digital Age, Dublin, Ireland.
- 2015 Alessi, Natalia. Wilson, Bradley. Sorenson, Peter. (2015) Diego Maradona and Place Image: Exploring the Dynamics of Celebrity Image Transfer to Place and Destination Image. In Hospitality Now! Past, Present and Future Philosophers and researchers meet practitioners and the industry to discuss global and local hospitality issues. July 1 - 2, 2015. Deventer, The Netherlands.
- 2014 Wilson, Bradley. Henseler, Jorg. Briels, Rens. (2014) Understanding Curvilinear Effects in Sponsorship: The Influence of Consumer Involvement towards the Event on Brand-Event Image Congruence. For 13th International Conference on Research in Advertising.
- 2014 Horbel, Chris. Wilson, Bradley. Popp, Bastian. (2014). The Moderating Role of Perceived Relationship Investment on the Dynamics of Identification, Satisfaction and Loyalty towards Facebook Brand Pages. Proceedings of the 43rd European Marketing Academy Conference (EMAC), Department of Marketing of the School of Economics at the University of Valencia, Spain, June 3 – 6.
- 2014 Westberg, Kate. Stavros, Con., Wilson, Bradley. Smith, Aaron. (2014) Relational Effects of Athlete Transgressions. Proceedings of the 43rd European Marketing Academy Conference (EMAC), Department of Marketing of the School of Economics at the University of Valencia, Spain, June 3 – 6.
- 2013 Academy of Marketing Science. World Marketing Congress. Special Paper/Session Chair of Track on PLS and Marketing. Melbourne, Australia, Monash University, July 2013.
- 2013 Westberg, Kate. Stavros, Con., Wilson, Bradley. Smith, Aaron. (2013) Consumer Attributional and Emotional Responses to Transgressions: Who's to Blame? European Association for Consumer Research Conference. IESE Business School and the Barcelona School of Management of the Universitat Pompeu Fabra Barcelona, Spain, July 4 – 7.
- 2012 Chin, Shinyi. Wilson, Bradley. (2012) Product Placement in the Digital World: A Conceptual Framework. The 11th International Conference on Research in Advertising (ICORIA). Stockholm, Sweden, June 29 – 30.
- 2012 Chin, Shinyi. Wilson, Bradley., Russo, Angelina. (2012) Product Placement Redefined. Australian and New Zealand Marketing Academy Conference, Adelaide, Australia, University of South Australia, December 3 – 5.
- 2009 Wilson, Bradley. Callaghan, William. (2009) An Investigation into the role of relational constructs in selected services categories. QUIS 11: The 11th International Research Symposium on Service Excellence in Management. Wolfsburg, Germany, June 11 – 14.
- 2009 Wilson, Bradley. Callaghan, William. Westberg, Kate. (2008). The Managerial Utility of

- Understanding Brand Personality. 9th International Business Research Conference. Melbourne, November 24 – 26.
- 2009 Wilson, Bradley. Westberg, Kate. Callaghan, William. (2009) Visual Representation of Brand Personality Dimensions. For 8th International Conference on Research in Advertising (ICORIA), Klagenfurt am Woerthersee, Austria, Alpen-Adria Universitat Klagenfurt, Austria, June 25 – 27.
- 2009 Westberg, Kate., Wilson, Bradley., Stavros, Con. (2009) Managing sport sponsorship relationships: the impact of degenerative episodes. 8th International Congress on Public and Nonprofit Marketing, Valencia, Spain, June 18 – 19.
- 2009 QUIS Conference Wolfsburg, Germany. June 2009. Service Production Session.
- 2008 Wilson, Bradley. Vocino, Andrea. Adam, Stewart and Stella, Jason. (2008). “Assessing Indicant Directionality of a Media Consumption Construct Using Confirmatory Tetrad Analysis.” In Fletcher, R., Low, D. (eds.). Australian and New Zealand Marketing Academy Conference, University of Western Sydney. December 1 – 3.
- 2008 Wilson, Bradley. Callaghan, William. and Westberg, Kate. (2008). “Understanding Brand Relationship Quality Dimensions Through Dimensions through Visual Representations.” For 7th International Conference on Research in Advertising (ICORIA), University of Antwerp Management School, Belgium, June 27 – 28.
- 2008 Wilson, Bradley. (2008) “A Discussion of Advanced Generation Analytical Methods for the Measurement of Change in Consumer Relationships.” For 7th International Conference on Research in Advertising (ICORIA), University of Antwerp Management School, Belgium, June 27 – 28.
- 2008 Wilson, Bradley. Westberg, Kate. and Stavros, Con. (2008) “Addressing Major Sponsorship Risks: A Program for Research into Crises Triggered by Athletes.” For 7th International Conference on Research in Advertising (ICORIA), University of Antwerp Management School Belgium, June 27 – 28.
- 2007 Westberg, Kate, Wilson, Bradley and Stavros, Con. (2007) “An Examination of the Impact of Player Transgressions on Sponsorship B2B Relationships.” Proceedings of the 36th European Marketing Academy Conference, Reykjavik, Iceland, May 22 – 25.
- 2007 Henseler, Jörg. Wilson, Bradley. (2007) “Can Sponsorships be Harmful for Events? Investigating the Transfer of Associations from Sponsors to Events.” Proceedings of the 36th European Marketing Academy, Reykjavik, Iceland, May, 22 – 25.
- 2007 Poster and paper (refereed): Henseler, Jörg. Wilson, Bradley. Dijkstra, Theo. (2007) “Testing Nonlinear Effects in PLS Path Models.” PLS07 - 5th International symposium on PLS and Related Methods: Causalities Explored by Indirect Observation. Matforsk, Aas, Norway, September 5 – 7.
- 2007 Poster and paper (refereed): *Wilson, Bradley. Henseler, Jörg. (2007) “A Simulation Study Investigating the Robustness of Modeling Higher Order Branding Constructs in PLS.” PLS07 - 5th International Symposium on PLS and related methods: Causalities Explored by Indirect Observation. Matforsk, Aas, Norway, September 5 – 7.
- 2007 Callaghan, William. Wilson, Bradley. Henseler, Jörg. Ringle, Christian. (2007) “Exploring Causal Path Directionality for a Marketing Structural Model Using Cohen’s Path Method.” PLS07 - 5th International Symposium on PLS and Related Methods: Causalities Explored by Indirect Observation. Matforsk, Aas, Norway, September 5 – 7.
- 2007 Stavros, Con., Wilson, Bradley. Westberg, Kate. (2007) “Crisis in Sport: Managing the Sponsor Reaction.” Proceedings of the 15th Congress of the European Association for Sport Management. Torino, Italy, September 12 – 15.
- 2007 Wilson, Bradley. Ringle, Christian. Götz, Oliver. (2007) “Using Structural Equation Modeling for Success Factor and ECSI Research: A Robustness Comparison of Alternative Estimation Techniques.” In Thyne, M., Deans, K.R., Gnoth, J (eds.). Australian and New Zealand

Marketing Academy Conference, Department of Marketing, School of Business, University of Otago, New Zealand, December 3 – 5. 830-838. Program and Abstract ISBN: 978-1-9877156-28-0. Conference Paper CD-ROM ISBN: 978-1-877156-29-9.

- 2007 Wilson, Bradley and Henseler, Jörg. (2007) "Modeling Reflective Higher-Order Constructs using Three Approaches with PLS Path Modeling: A Monte Carlo Comparison." In Thyne, M., Deans, K.R., Gnoth, J (eds.). Australian and New Zealand Marketing Academy Conference, Department of Marketing, School of Business, University of Otago, New Zealand, December 3 - 5; 791 - 800. Program and Abstract ISBN: 978-1-9877156-28-0. Conference Paper CD-ROM ISBN: 978-1-877156-29-9.
- 2007 Poster and paper (refereed): Ringle, Christian. Wilson, Bradley. Götz, Oliver. (2007) "A Monte Carlo Robustness Study on Formative Measurement Model Specification in CBSEM and PLS." PLS07 - 5th International Symposium on PLS and Related Methods: Causalities Explored by Indirect Observation. Matforsk, Aas, Norway, September 5 -7.
- 2006 Westberg, Kate. Wilson, Bradley. (2006) "The Impact of Brand Loyalty in Socially Responsible Marketing: A Comparison of Cause-Related Marketing, Sponsorship and Sales Promotion." In: Avlonitis, George J. (Ed.). Proceedings of the 35th European Marketing Academy Conference, Athens, Greece, May 23 – 26.
- 2006 Wilson, Bradley. Henseler, Jörg. (2006) "Understanding the Mediating Role of Brand Equity on Sponsorship and Perceived Economic Value from the Sponsorship Managers Perspective." Third International Business Research Conference, Melbourne, November 20 – 26.
- 2006 Wilson, Bradley. Callaghan, William. Stainforth, Gillian. (2006) "An Investigation of Path Directionality Issues in a Branding Structural Model: An Application of Vanishing Tetrads Analysis." Third International Business Research Conference, Melbourne, November 20 – 26.
- 2006 Henseler, Jörg; *Wilson, Bradley. Götz, Oliver. (2006) "Investigating the Moderating Role of Fit on Sports Sponsoring and Brand Equity: A Structural Model." In: Avlonitis, George J. (Ed.). Proceedings of the 35th European Marketing Academy Conference, Athens, Greece, May 23 – 26.
- 2006 Wilson, Bradley. Henseler, Jörg. (2006) "The Mediating Role of Relationship Quality Impacting Sponsorship Effects on Perceived Economic Outcomes. Australian and New Zealand Marketing Academy Conference, Brisbane, December 4 – 6.
- 2005 Wilson, Bradley. Stavros, Con., Westberg, Kate. (2005) "Setting a Research Agenda. The Need for Identifying Relational Types Given Transgressions in Sponsor-Sport Practitioner Dyads." Second Australasian Nonprofit and Social Marketing Conference. Deakin University, Melbourne, Australia, September 22 -23.
- 2005 Wilson, Bradley. (2005) "Comparing Two Structural Equation Methods: An Investigation Using The Consumer Involvement Profile (CIP)." Australian and New Zealand Academy of Management Conference, University of Canberra, Australia, December 7 – 10.
- 2005 Wilson, Bradley. (2005) "Using PLS to Investigate Interaction Effects Between Two Second Order Constructs: An Applied Marketing Example." PLS05- 4th International Symposium on PLS and Related Methods, Barcelona, Spain, September 7 – 9.
- 2004 Stavros, Con., Westberg, Kate. and Wilson, Bradley. (2004) "An Exploratory Investigation into the Impact of Transgressions in Sport on Relationships with Sponsors." Australia New Zealand Marketing Academy Conference (ANZMAC) Proceedings, Wellington, New Zealand, November 29 – December 1.
- 2004 James, Timothy L., Griffiths, Kathleen. Smyrnios, Kosmas X., Wilson, Bradley. (2004) "Mobile Marketing: The Role of Permission and Attitude on Purchase Intentions" Australia New Zealand Marketing Academy Conference (ANZMAC) Proceedings, Wellington, New Zealand, November 29 – December 1.

- 2004 Wilson, Bradley. (2004) "A review and recommended approach for investigating moderating variables in latent construct models," Proceedings 6th Australasian ANZMAC Services Research Workshop. University of Otago. New Zealand. February 16 - 18.
- 2003 Wilson, Bradley. Callaghan, William and Stainforth, Gillian. (2003) "An exploratory study of interpersonal orientation: a dimension worthy of investigation in consumer-brand relationship measurement", 5th Australasian ANZMAC Services Research Workshop. Hendry, J., Jevons, C., Dubelaar, C., Gabbott, M., Ewing, M., and Worthington, S. (Eds), Monash University, Australia. March 12 – 14.
- 1998 Callaghan, William. M., and Wilson, Bradley. J. (1998) "The role of the category in brand equity studies: a brand attitudinal segmentation perspective." Australian and New Zealand Marketing Academy Conference. Dunedin, New Zealand. November 30 - December 2.

JOURNAL REVIEWER

- 2017 International Journal of Sports Management and Marketing
- 2016 International Journal of Services Technology and Management
- 2016 Industrial Management & Data Systems
- 2015 – 2018 Sport, Business and Management: An International Journal
- 2015 – 2016 European Journal of Marketing
- 2014 – 2015 International Journal of Sports Management and Marketing
- 2014 – 2015 Sport Management Review
- 2014 Journal of Marketing Theory and Practice
- 2013 European Sport Management Quarterly
- 2012 – 2019 Corporate Reputation Review
- 2012 – 2013 Human Communication Research
- 2012 – 2013 Journal of Services Research
- 2012 – 2017 Place Branding and Public Diplomacy
- 2012 – 2016 Cities
- 2012 Marketing Letters
- 2011 – 2019 Journal of Advertising Research
- 2011 – 2019 International Journal of Sports Marketing and Sponsorship
- 2011 – 2019 International Journal of Advertising
- 2011 - 2012 Journal of Marketing Communication
- 2011 – 2012 Sport Marketing Quarterly
- 2011 – 2012 Journal of Consumer Culture
- 2011 International Journal of Marketing Research

CONFERENCE REVIEWER

- 2019 BALAS
- 2018 – 2019 Academy of Marketing Science Conference
- 2017 PLS Springer Methods Handbook Chapters

2016	Academy of Marketing Science Conference
2014	American Marketing Association Winter Marketing Educators' Conference
2013	American Marketing Association Summer Marketing Educators' Conference
2013	International Conference on Information Systems
2013 – 2014	Academy of Marketing Science Conference
2011 – 2016	EMAC
2010	IRSSM International Research Symposium in Services Management
2009	International Nonprofit and Social Marketing Conference
2009	Academy of Marketing Science Conference
2009	PLS Springer Methods Handbook Chapters
2008 – 2019	ICORIA Conference
2007	PLS Springer Methods Handbook Chapters
2006	EMAC
2005 – 2009	ANZMAC Social Marketing Conference
2005	ANZAM
2005	PLS Springer Methods Handbook Chapters
2003 – 2004	ANZMAC Services Marketing Conference

AD HOC REVIEWER

2010 – 2011	International Journal of Sport Communication
2010	Australasian Marketing Journal
2010	Sociology of Sport Journal
2009	Journal of Advertising
2009	Team Performance Management
2007	Journal of Customer Behaviour

Participation in Boards, Committees and Associations
--

Universidad de Los Andes. Membership of Decisions and Markets Research Group.

European Advertising Association.

European Marketing Academy (EMAC)

Academy of Marketing Science (AMS)

Australian and New Zealand Marketing Academy.

The Matilda Bay Club. Rasch Measurement Theory - Scientific Measurement of Latent Variables Group. Member.

2019	PLS2020 International Conference on Partial Least Squares Structural Equation Modeling in Beijing. China 17 – 19 March 2020 at Beihang University, Beijing. Conference Fee Waived.
2017	9 th International Conference on PLS and Related Methods (PLS'17) at Macau, China 17-19

June 2017 at Macau University of Science and Technology, Cotai Strip Galaxy Macau Hotel. Conference Fee Waived.

- 2016 – 2018 Scientific Conference Committee Member. International Conference "Marketing - from information to decision".
- 2014 – to date Editorial Review Board Member. Human Communication Research
- 2014 – to date Editorial Review Board Member. Corporate Reputation Review.
- 2014 – to date Editorial Review Board Member. International Journal of Advertising.
- 2013 – to date Editorial Review Board Member. Journal of Advertising Research.
- 2013 – to date RMIT University Communication, Politics and Culture Research Centre. Application Foundation Member
- 2013 – 2019 Voting rights for best paper award
- 2012 – to date Editorial Review Board Member. International Journal of Sports Marketing & Sponsorship.
- 2009 – to date RMIT University Global Cities Institute. Research Associate Member 2009-ongoing. RMIT University. Research Program: Globalization and Culture. Program Leader: Professor Manfred Steger. Program Manager: Chris Hudson.

Scholarships and Academic Distinctions

- 2012 RMIT University Early Career Researcher Travel Award, June-July 2012, \$5,000.
- 2012 Korean Scholars of Marketing Science Doctoral Dissertation Award December 2012. Winner of Excellence Award.
- 2011 School of Economics, Finance and Marketing Research Grant, RMIT University. 2011
- 2011 School of Media and Communication, Research Leave Grant for Sabbatical. RMIT University. 2011. 3 months at Ludwig-Maximilians-Universität München Institute for Market-based Management (IMM), Munich School of Management.
- 2010 School of Economics, Finance and Marketing Research Grant, RMIT University. 2010.
- 2009 School of Applied Communication Individual Grant 2009.
- 2008 RMIT University Emerging Researcher Grant 2008.
- 2008 School of Applied Communication Individual Grant 2008.
- 2007 School of Applied Communication Interdisciplinary Grant 2007.

Over 2000 years ago Plato was interested in what the leaders of an ideal state should be taught, and many philosophers and statesmen since have pondered the educational problems of society (Taylor & Richards, 1987). The reason for their interest is simple: the content of education, the curriculum, is at the heart of the educational enterprise. The ability to access any university's resources through Course Hero proved invaluable in my case. I was behind on Tulane coursework and actually used UCLA's materials to help me move forward and get everything together on time. Jill Tulane University '16, Course Hero Intern. In recent years, the influence of blablabla on blablabla has grown rapidly. As far as I know, both are correct. But which one sounds more natural (more correct from a native speaker's point of view) or does it not matter? In the recent years is hardly found at all. Compared with in recent years, Ngrams shows a flat line for its use. The British National Corpus has two records for it, against 2344 for in recent years. The figures from the Corpus of Contemporary American English are 11 and 9450. share | improve this answer |. Courses taught in English at Kajaani University of Applied Sciences. At Kajaani University of Applied Sciences there are four fully English-taught degrees on bachelor level: International Business, Esports Business, Tourism and Sports and Leisure Management. The School of Health and the School of Engineering offer some English taught courses according to demand. It is possible to take courses from different programmes, but it will most likely cause timetable problems as the courses are running at the same time. A student's workload in full-time study is 1600 hours per academic year, corresponding to 60 ECTS credits. ECTS (European Credit Transfer and Accumulation System) is a European course grade transfer and accreditation system.